

Champions of New Hampshire Farms Agricultural/Natural Resources Promotion Grant

Application Deadline: May 2, 2022

Background: The Champions of New Hampshire Farms is a federal not-for-profit organization (501 (c) 5 established to oversee the sales and promotion of New Hampshire food and products at the New Hampshire building at the Eastern States Exposition in West Springfield, Massachusetts. Its primary activities are the sales of blueberry pie, ice cream, corn on the cob, mac and cheese and other NH products, as well as the oversight of the NH General Store. These activities provide an opportunity to return some dollars back to the state not only via vendors providing product, but through the volunteer groups who work at the NH Building and also to distribute grants to New Hampshire agriculture and natural resource organizations when there is a profit.

Purpose: The Champions of New Hampshire Farms grant program is established to benefit New Hampshire organizations. The intent is to provide funds to organizations to allow them to do some extra efforts to promote agriculture/natural resources and their missions to the public. The applicant organization must have bylaws and have a federal tax identification number to receive funds.

Funds: A total of \$10,000 is available for this round of grants and applications for amounts up to \$5000 will be considered.

No matching dollars are required, but the organization must show an intent to complete the proposed project and meet the criteria set below.

Funds will be distributed to approved applicants based on their project's acceptance by the Champions of New Hampshire Farms board of directors, and the funds will be available by June 1st of this fiscal year, with an expected completion of the project within one year of that date.

Eligibility: Applications will be accepted from organizations engaged in production, marketing or promotion of New Hampshire agricultural products, industries or commodity groups, as well as natural resource industries and products. An organization must have an Employer Identification Number (EIN) to be eligible to apply. Only one project may be submitted per group in a funding round.

Preference will be given to **new efforts** for the applicant to improve new and existing markets. Applicants should not decrease current commitments of overall funds for advertising and promotion. Funds should not be used for programs the applicant's organization is already

funding or to support routine operating expenses.

Projects may include, but are not limited to:

Publicity/public relations	Merchandising	Point-of -purchase materials
Advertising	Demonstrations	Printing and distribution of brochures
Contests	Website promotion	Promotional publications

Ineligible: No funds shall be used for administrative costs, salaries, or overhead. Individual businesses are not eligible. If an organization has uncompleted projects from previous Champions of NH Farms grants, they will not be eligible for funding until those projects are complete and required reporting submitted.

Accounting: Grant recipients shall maintain an accurate record of their project activities and shall submit, upon completion of the project the following:

- A financial statement summarizing expenditures (including copies of all paid receipts and cancelled checks)
- A report on the promotion project and its results in terms of stated objectives
- Copies of material produced, photos, etc. when feasible
- Printed materials, websites, etc., should include the statement, “paid for, in part, with a grant from Champions of New Hampshire Farms”

Criteria: Applications will be reviewed based on the following criteria:

- Need for project is adequately described and does not duplicate existing programs
- Goals are clearly stated and budget clearly outlined
- Project is innovative, practical and designed to increase public awareness

Use the program application form (<https://www.agriculture.nh.gov/publications-forms/documents/champions-grant-application.pdf>) to submit your proposal. Mail or deliver to the address provided. You may also submit your application via email c/o Gail McWilliam Jellie at gail.d.mcwilliam.jellie@agr.nh.gov who will collect and submit proposals for the Champions of NH Farms board to review.